



Developing The HEZ Sustainability Plan

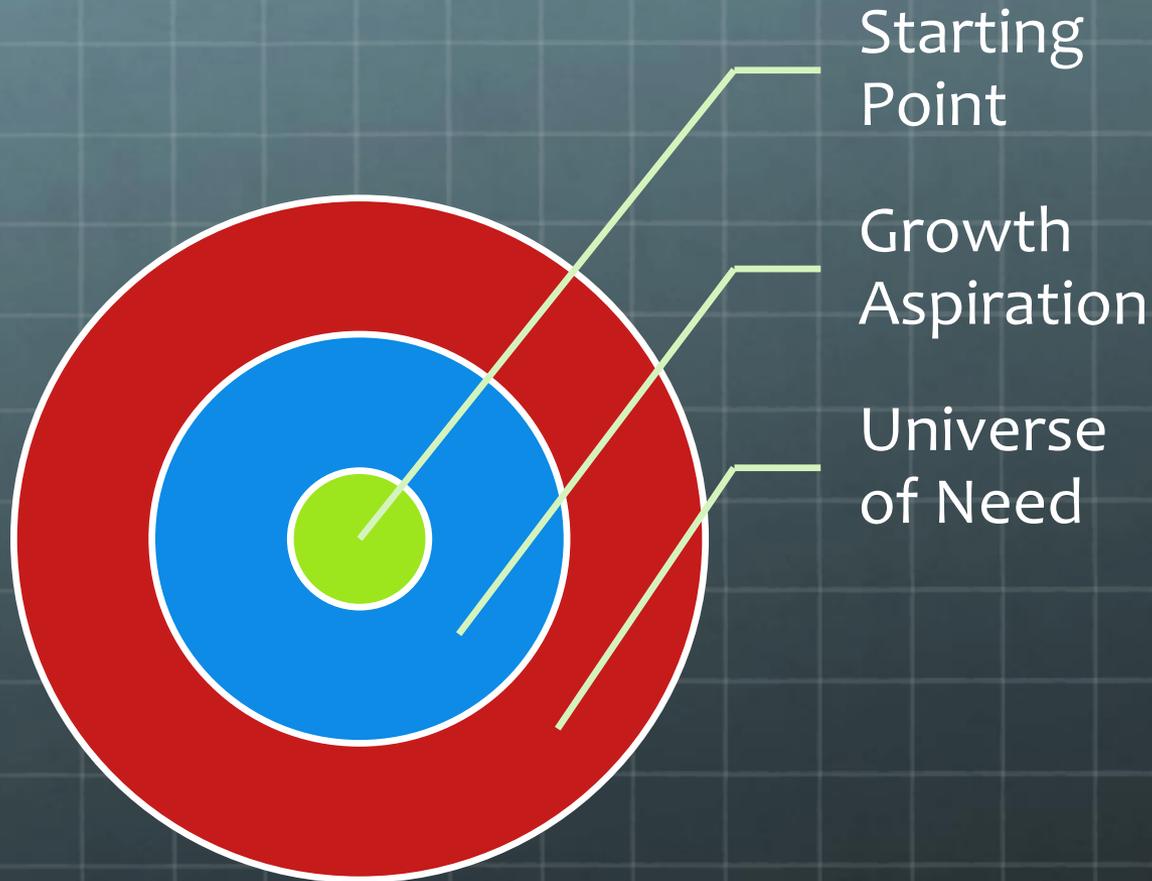
**Health Enterprise Zones Summit
Sustaining Social Determinants of Health Programs**

November 3, 2016

Frank and Ernest



Standard Revenue Planning Approach



Success in Two Domains



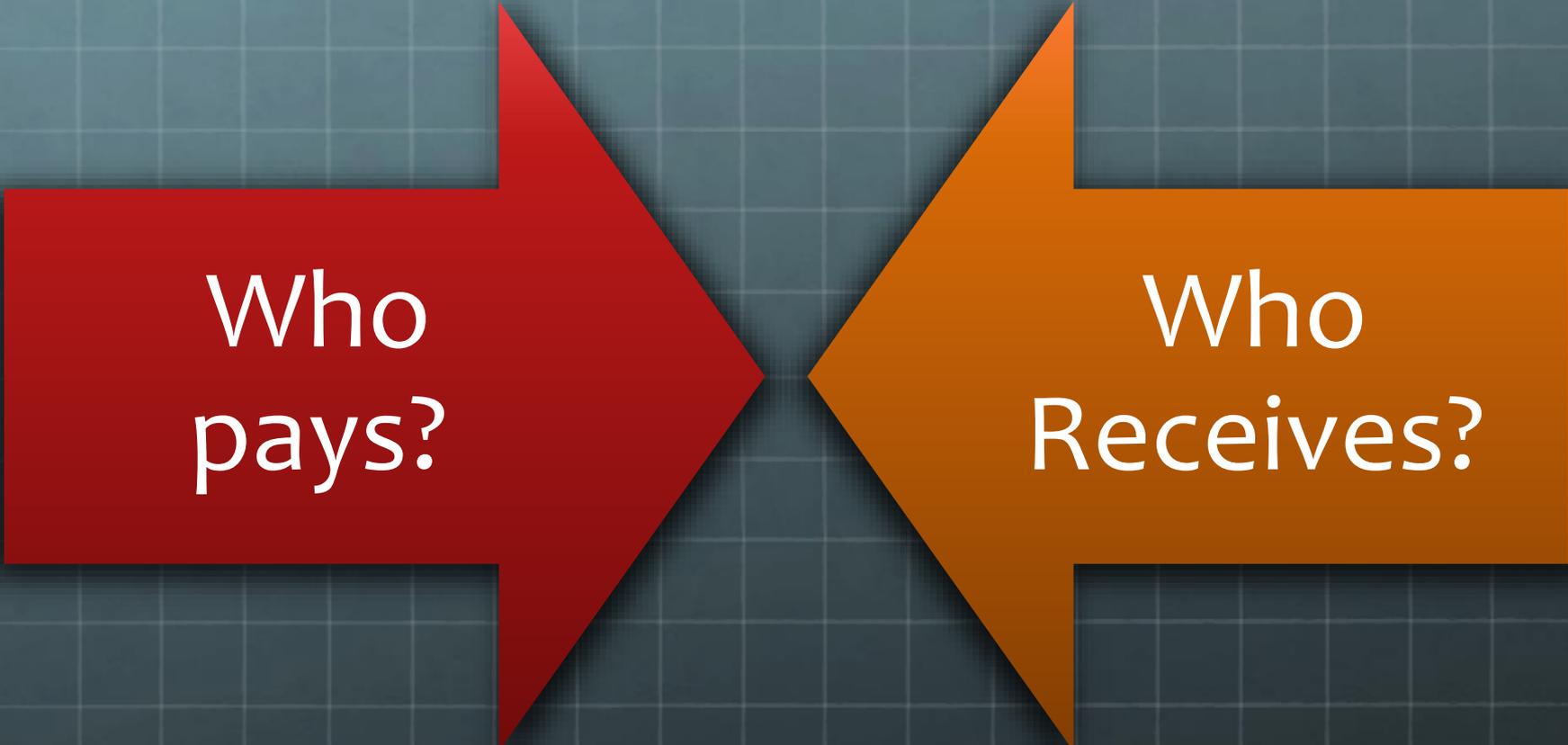
Program
Model



Financial
Model



Customers vs. Clients



Who
pays?

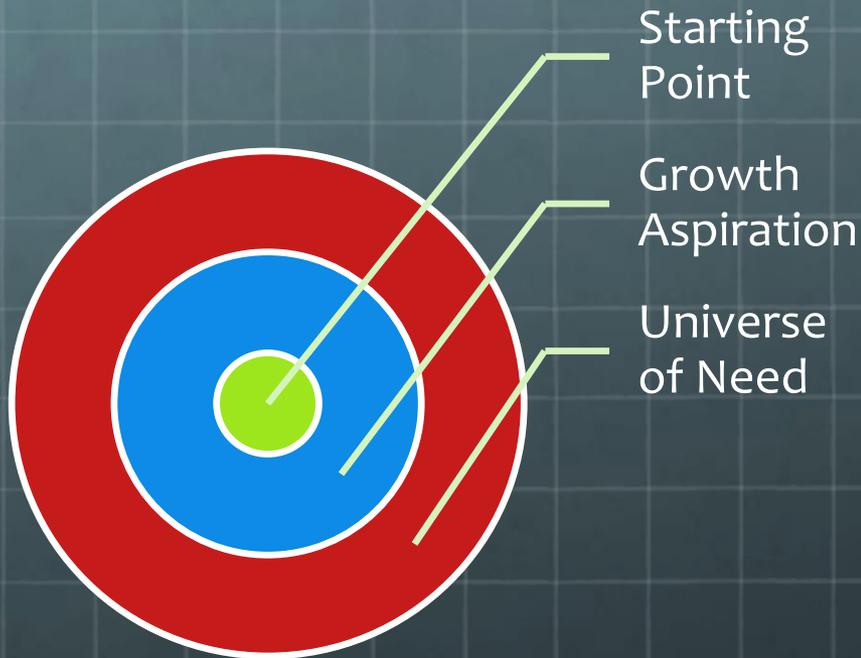
Who
Receives?

Decoupled Strategy



Sustainability Hypothesis

Prevailing Approach



Necessary Approach

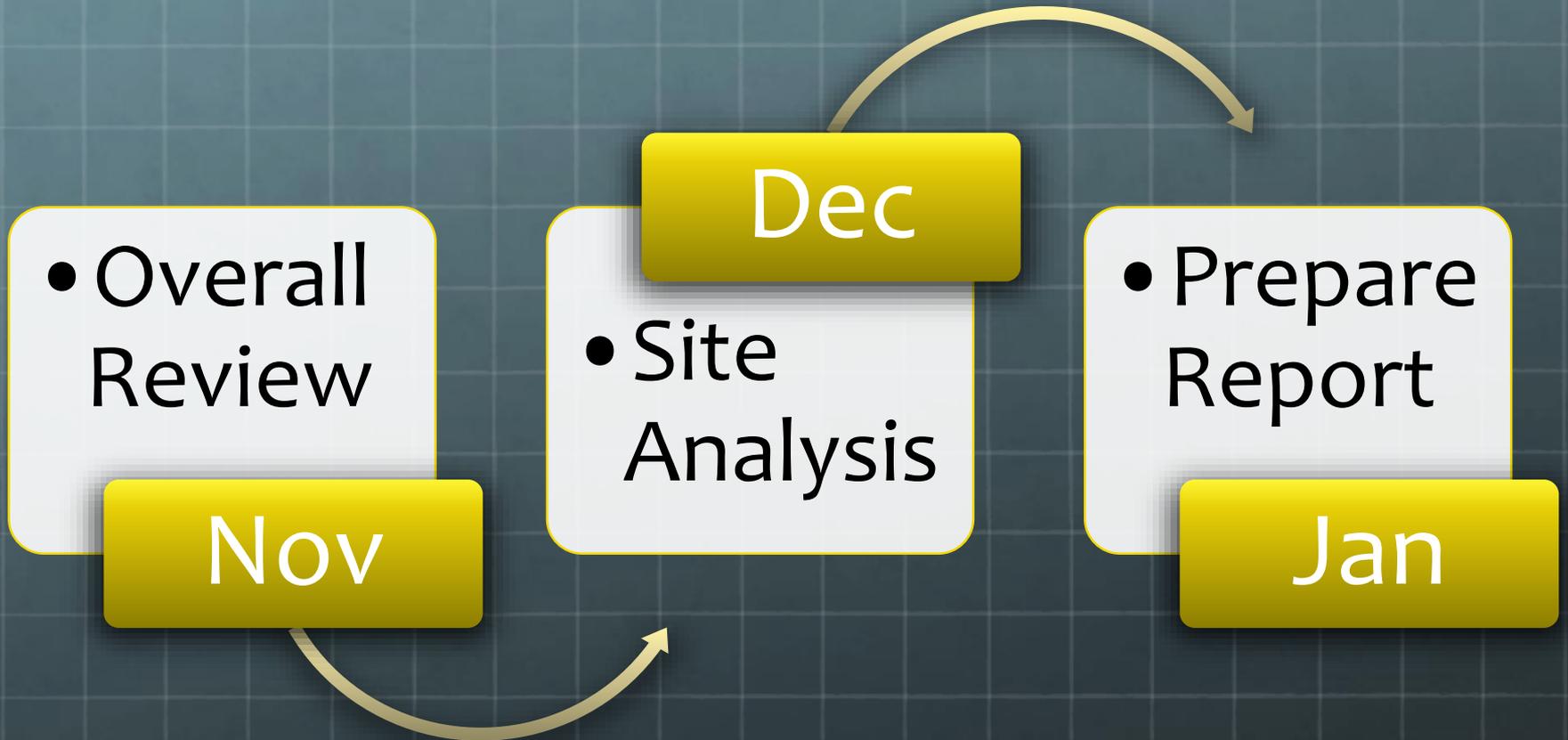


5Qs

For Revenue Planning

1. Do you know your natural revenue markets?
2. Do you have a reasonable target for market share?
3. Are you properly staffed to pursue that revenue market?
4. Do you have the systems to support your revenue strategy?
5. Is your leadership committed?

Project Timeline



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